

Education & Public Outreach

Lars Perkins

Vice Chairman

Education and Public Outreach Committee

NASA Advisory Council

Topics

- EPO Committee Team
- What We've Done
- Education
- Public Outreach
- Moving Forward



Richard Garriott



Dwayne McCay



Michael Bostick



Debbie Myers



Leslie Fenwick



Erika Vick



Peter Shankman



Iannis Miaoulis



Scott Parazynski



Doug King



Lars Perkins

WHO
ARE WE





My Qualifications ...

What Have We Done?

- NOV: Education Summit
- NOV: Entertainment Boot Camp
- DEC: Presentation to Commercial Space Committee
- FEB: EPO Meeting

February EPO Meeting ...

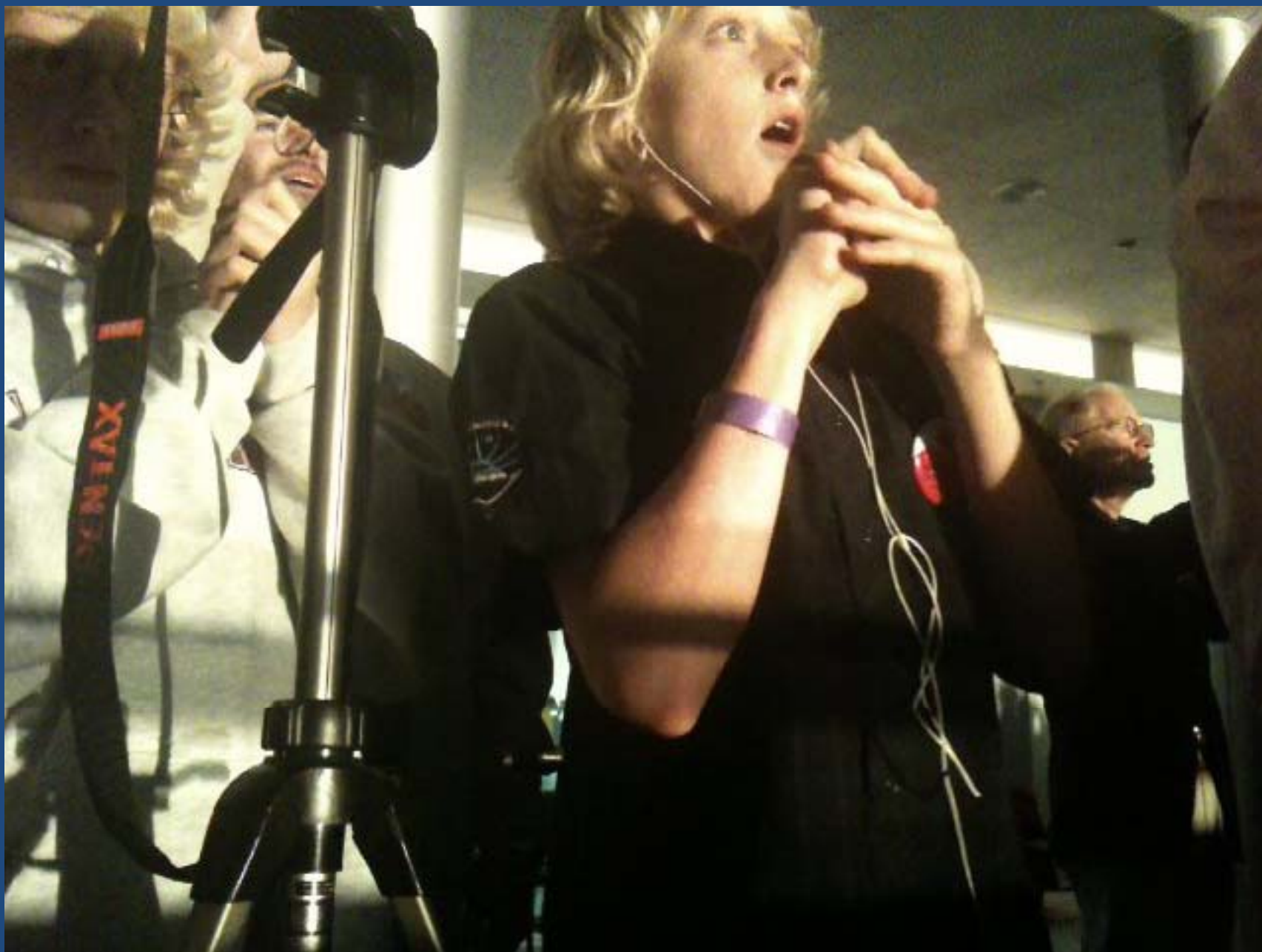
- Leland Melvin, Trish Pengra - Education
- Doug King – Education (View from the Field)
- Bert Ulrich – Hollywood Boot Camp
- Amy Kaminski – Strategic Communication
- Dr. James Green – Year of the Solar System
- Beth Beck – Launch.org
- Alan Ladwig

**“NASA 101: WHAT EVERY FILMMAKER
SHOULD KNOW ABOUT THE
INNOVATIVE WORLD OF NASA”**

NASA 101 ...

- Michael Bostick (NAC) & Bert Uhlich (NASA)
- 12/9/10 @ JPL ([pictures](#))
- 100+ Industry participants (Pixar, Sony, Columbia, Fox ...)
- Mike Massimo Hosted (Leland, Tracy)
- 4 Panels: “Beyond”, “Understanding Home”, “Look, Smell & Feel of Space”, “Surreal Space”
- Possible industry-sponsored follow-up in 2 years

EDUCATION



Leland's Recommendations ...

- ① Focus NASA's Education Programs
- ② Strategically Manage Partnerships
- ③ Participate in State/Nat'l STEM Discussions
- ④ Create Structure (O of E, MD, others)
- ⑤ Expand ECC Charter
- ⑥ Improve Communication

Education Strategy

- Focus under a unifying message
- Amplify NASA resources through partnerships
- Streamline and simplify partnership process
- Inspire kids by inspiring teachers

PUBLIC OUTREACH

EPO Recommendation

“The Council recommends that representatives of the Communications and Education Offices be included in reviews during all phases of development to ensure that missions serve NASA’s educational and public outreach goals.”

EPO Committee, April 28, 2009

SpaceX Success!

Falcon 9 launch – SpaceX webcast

http://www.youtube.com/watch?feature=player_detailpage&v=Q-ci9xlgNZM - t=240s



COTS Contracts make no mention of Public Outreach

Falcon 9 launch - NASA TV, December 8, 2010



Meeting with Commercial Space Committee

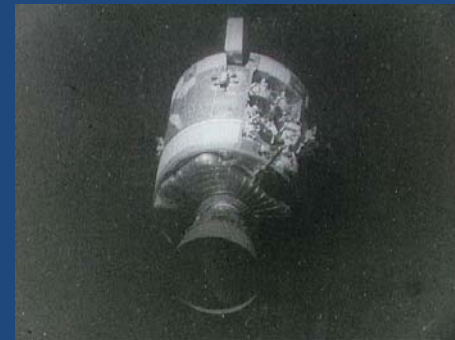
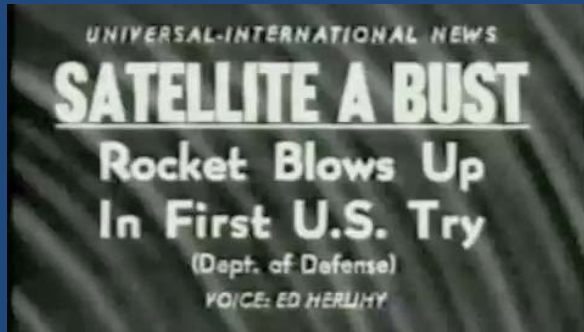
- Learnings from SpaceX Launch
 - NASA only had same access as press
 - Video stream on delay
 - Heroic effort by David Weaver
- Can we integrate EPO into COTS mission planning?
 - Only if it supports partners' commercial goals
 - Only without unnecessary bureaucratic burdens

Public Access Has been Important ...



In good times ...

And bad ...



"It's all part of the process of exploration and discovery. It's all part of taking a chance and expanding man's horizons. The future doesn't belong to the fainthearted; it belongs to the brave."

President Reagan, 1986



Benefits

- **INVOLVE** the world in the adventure of space flight and exploration
- **INFORM** the public of the benefits of investing in space flight
- **INSPIRE** the next generation of scientists, engineers, explorers

... Joint recommendation in process

The “Taxi Driver” Problem

NASA? They got
us to the moon.

Successful SpaceX
Launch

New Planet
Discovery

Ice on Mars

Mark Kelly Story

STS Reschedule,
Move to Pad

360 View of Sun

Sputnik Moment

James Webb
Telescope

Teacher in Space

What message unifies all this this?

Does NASA Have Multiple Audiences, and Need Multiple Comm Strategies?

- Scientific Audience
 - *Space Act Compliance*
 - *Detailed, Accurate Specific Information*
 - *Low-touch delivery*
- General Public
 - *Tell a story*
 - *Will remember 1-3 things at any moment in time*
 - *Repeat underlying theme(s) relentlessly*

The “Why” Project

“To reach for new heights and reveal the unknown, so that what we do and learn will benefit all humankind”

NOTE: NAC EPO was not involved in this process – just reporting

Moving Forward ...

- Support Leland
 - Process & Partners
- Assist in Translation of Strategic Vision to Clear Public Message
- Help Office of Communication Coordinate Message Streams